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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No : 10/798,285  
Applicant : Choate  
Filed : March 12, 2004  
Title : Dynamic Web Storefront Technology

TC/A.U. : 5153  
Examiner : Lim, Krisna

Docket No. : KAG004  
Customer No.: 27137

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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5 Pages

AMENDMENT/RESPONSE

Sir:

This paper is filed in response to the Office Action dated October 9, 2007 issued in the above-identified U.S. patent application. In view of the amendments made to the claims and the following remarks, reconsideration of the application is respectfully requested.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.